

FSC-238-A

May 25, 1994



TO ALL REGION OPERATIONS MANAGERS

SUBJECT: Private Label Information

New Display Codes:

Effective Wednesday, June 1, the buy-down amount for the Forsyth Private Label brands (listed in the handheld as PR.LAB \$1 PR RED) will be reduced from \$1.00 to \$0.50. This reduction in amount is being made to assist Field Sales personnel with the reporting accuracy of private label buy-downs. This new amount should approximate the actual amount of the price reduction needed in an account instead of the \$1.00 rate.

New Code: PR LAB.50 PR RED

Forsyth POS:

Attached for your information are two Forsyth Private Label POS Inventory reports. The first report lists the commodity numbers for generic Forsyth POS as well as large and small pack stickers for all Forsyth brands. These items will be provided to the Field on an on-going basis. This POS is not on allocation and can be ordered through SMS as needed.

The second report lists the commodity numbers for excess brand specific Forsyth POS items. Please note that once the inventory has been depleted for these items, they will not be reordered.

Please contact Kathryn Noxon (ext. 2559) or Gwen Scott (ext. 3340) in Forsyth if you have any questions.

R. J. REYNOLDS TOBACCO COMPANY

Attachments (excel doc. PLABEL.XLS)

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Private Label Brand Specific POS Commodity Codes

All items available while supplies last. We will NOT reorder when inventory is depleted!!!!

PL Brand	Old Branded POS				Special Branded POS				
	Channel Stri	Fold Shlf Strp	Lg Paster	Lg Shelf Strip	PPCD Side Card	Banner	PPCD Side CD	Sm Savins CD	Special Top Riser PPD Cd
Ist Choice	403383				403372				403361
Austin			362111	362122					
Bargain Buy	276014	276003	275981	275992					
Bargain King	278401	278390	278368	278379					
Beacon									
Best Choice	277257	277246	277224	277235					
Best Value-Alb	231497	231475	231486	231464					
Best Value-K-Mt		231519		231508					
Bonus Value	278313	278302	278192	278203		461205			
Brentwood									
Cardinal	277345	277334	277312	277323					
Cavalier	277389	277378	277356	277367					
Cimarron									
Citation	277433	277422	277400	277411					
Cost Cutter	231629	231607	231618	231596					357766
Director's Choice	381570	381559	381537	381548					
Extra Value	277477	277466	277444	277455					
Focus	379667	379656	379623	379634					
Highway	275871	275860	275838	275849					
Jacks	277213	277202	277180	277191					
Legend									
Marker	254762	254773	254630	254751					
Pilot	254839	254850	254784	254828					
Price Master	275970	275959	275937	275948					
Quality Smokes	277301	277290	277268	277279					
Scotch Buy	231717	231695	231706	231684			201258	201269	
Sebring	278005	277994	277950	277961					
Sebring(New)									
Slim Price									
Sundance	277521	277510	277488	277499					
Tempo									
Tri-Brand	362100	362089	362067	362078					
Valu Time									
Value & Quality	231673	231651	231662	231640					
Value Buy	276058	276047	276025	276036					
Value Pride	254927	254916	254861	254905					
Value Sense	264651	264640	264673	264662					
Worth	347448	347437	347338	347360					

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Private Label Brand Specific Stickers and Generic POS

This inventory is available continuously. Items WILL BE reordered when inventory is depleted!!!!!!

Pack Stickers	
Sm Pack Stkr	Lg Pack Stkr
463614	463764
409158	409147
463620	463770
463623	463773
395375	395364
463632	463782
463635	463785
409180	409169
463641	463791
463581	463731
463644	463794
463650	463800
439672	439661
463653	463803
463662	463812
454230	454224
395397	395386
409246	409235
463665	463815
409224	409213
411963	411952
463671	463821
463674	463824
463680	463830
463683	463833
463692	463842
441634	441623
403405	403394
463695	463845
451526	451523
463701	463851
409202	409191
463704	463854
463710	463860
441612	441601
463713	463863
463722	463872

Generic POS Availa	CCode	Stickers to Use
Ext Lg PPD CD	394847	Large POS Pack Sticker
PMC	394858	Small POS Pack Sticker
Channel Strip	394869	No stickers for this item.
Fold Shlf Strp	394880	Small POS Pack Sticker
Pump Topper	394891	Large POS Pack Sticker
Lg PPD Cd	394902	Small POS Pack Sticker
2Sided DBRC	403911	Large POS Pack Sticker
Starburst	404637	No stickers for this item.
2Sided Sm PPD Cd	432636	Small POS Pack Sticker